

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
315080-2	11/06/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1363

Flight Dates	Order #	Alt Order #
10/27/12 - 11/06/12	315080	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/30/12	11/05/12	5am News M-F	5-6am M-F	1111---	:30	4	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - 111--- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/30/12 5:12 AM 5am News M-F 5-6am M-F :30 CMI TV124H \$900.00 NM									
2 WXYZ W 10/31/12 4:58 AM 5am News M-F 5-6am M-F :30 CMI TV124H \$900.00 NM									
3 WXYZ Th 11/01/12 5:41 AM 5am News M-F 5-6am M-F :30 CMI TV124H \$900.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXYZ M 11/05/12 5:17 AM 5am News M-F 5-6am M-F :30 CMI TV124H \$900.00 NM									
2	11/02/12	11/06/12	Action News 6am	6-7am M-F	- 1 - - 1 - -	:30	2	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---- 1 - - 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 11/02/12 6:20 AM Action News 6am 6-7am M-F :30 CMI TV124H \$2,000.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 - 1 - - - - 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 11/06/12 6:19 AM Action News 6am 6-7am M-F :30 CMI TV124H \$2,000.00 NM									
3	11/05/12	11/05/12	M-F 7-9am	7-9am M-F	M - - - - -	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M - - - - - 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 11/05/12 7:55 AM M-F 7-9am 7-9am M-F :30 CMI TV112H \$2,000.00 NM									
4	10/27/12	11/03/12	Action News SAT 6am	SAT 6-7am	- - - - - S -	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - - - - - S - 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Sa 11/03/12 6:51 AM Action News SAT 6am SAT 6-7am :30 CMI TV112H \$500.00 NM									



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315080-2	11/06/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for Michigan	1363	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	11/04/12	11/04/12	Action News SUN 6am	SUN 6-7am	-----S	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	11/04/12	6:09 AM	Action News SUN 6am	SUN 6-7am	:30	CMI TV112H	\$500.00 NM
6	11/04/12	11/04/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	11/04/12	6:59 AM	GMA SUN 7-8am	SUN 7-8am	:30	CMI TV124H	\$900.00 NM
7	10/29/12	10/29/12	M-F 10a-11a	10-11am M-F	M-----	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	10/29/12	10:24 AM	M-F 10a-11a	10-11am M-F	:30	CMI TV121H	\$800.00 NM
8	10/31/12	11/02/12	M-F 12-1pm	12-1pm	--1-1--	:30	2	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1-1--	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	W	10/31/12	12:39 PM	M-F 12-1pm	12-1pm	:30	CMI TV124H	\$1,200.00 NM
2	WXYZ	F	11/02/12	12:39 PM	M-F 12-1pm	12-1pm	:30	CMI TV124H	\$1,200.00 NM
9	10/29/12	11/05/12	The Chew	1-2pm M-F	11111--	:30	5	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	11111--	5	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	10/29/12	1:29 PM	The Chew	1-2pm M-F	:30	CMI TV121H	\$1,200.00 NM
2	WXYZ	Tu	10/30/12	12:59 PM	The Chew	1-2pm M-F	:30	CMI TV120H	\$1,200.00 NM
3	WXYZ	W	10/31/12	12:59 PM	The Chew	1-2pm M-F	:30	CMI TV111	\$1,200.00 NM
4	WXYZ	Th	11/01/12	1:55 PM	The Chew	1-2pm M-F	:30	CMI TV124H	\$1,200.00 NM
5	WXYZ	F	11/02/12	1:29 PM	The Chew	1-2pm M-F	:30	CMI TV112H	\$1,200.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WXYZ	M	11/05/12	12:59 PM	The Chew	1-2pm M-F	:30	CMI TV112H	\$1,200.00 NM
10	10/29/12	11/05/12	M-F 3p-4p	3-4pm M-F	11111--	:30	5	\$1,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	11111--	5	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	10/29/12	3:16 PM	M-F 3p-4p	3-4pm M-F	:30	CMI TV112H	\$1,000.00 NM
2	WXYZ	Tu	10/30/12	3:27 PM	M-F 3p-4p	3-4pm M-F	:30	CMI TV124H	\$1,000.00 NM
3	WXYZ	W	10/31/12	3:29 PM	M-F 3p-4p	3-4pm M-F	:30	CMI TV111	\$1,000.00 NM
4	WXYZ	Th	11/01/12	3:31 PM	M-F 3p-4p	3-4pm M-F	:30	CMI TV124H	\$1,000.00 NM
5	WXYZ	F	11/02/12	3:49 PM	M-F 3p-4p	3-4pm M-F	:30	CMI TV112H	\$1,000.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WXYZ	M	11/05/12	3:54 PM	M-F 3p-4p	3-4pm M-F	:30	CMI TV124H	\$1,000.00 NM



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315080-2	11/06/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for Michigan	1363	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/30/12	11/05/12	5-6pm M-F	5-6pm M-F	11-1---	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1-1--- 2 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/30/12 5:42 PM 5-6pm M-F 5-6pm M-F :30 CMI TV111 \$2,000.00 NM									
2 WXYZ Th 11/01/12 5:42 PM 5-6pm M-F 5-6pm M-F :30 CMI TV112H \$2,000.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXYZ M 11/05/12 5:51 PM 5-6pm M-F 5-6pm M-F :30 CMI TV112H \$2,000.00 NM									
12	10/30/12	10/30/12	Tuesday Prime C	10-11pm Tuesday	-T-----	:30	1	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/30/12 10:38 PM Tuesday Prime C 10-11pm Tuesday :30 CMI TV111 \$10,000.00 NM									
13	11/01/12	11/01/12	CMA Awards	8-11pm	---T---	:30	1	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Th 11/01/12 10:26 PM CMA Awards 8-11pm :30 CMI TV124H \$10,000.00 NM									
14	11/02/12	11/02/12	Friday Prime A	8-9pm Friday	----F--	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 11/02/12 7:58 PM Friday Prime A 8-9pm Friday :30 CMI TV124H \$4,000.00 NM									
15	11/03/12	11/03/12	ABC's Saturday Night Football	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 11/03/12 7:59 PM ABC's Saturday Night Football SA 8pm-1130pm :30 CMI TV124H \$4,000.00 NM									
17	10/31/12	11/04/12	11pm Action News Update	11-1135pm M-Sun	--1---1	:30	2	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --1---1 2 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 10/31/12 11:34 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV124H \$5,000.00 NM									
2 WXYZ Su 11/04/12 11:57 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV112H \$5,000.00 NM									



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315080-2	11/06/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for Michigan	1363	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/29/12	11/05/12	Jimmy Kimmel Live	1205am-105am M-F	1111---	:30	4	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1111--- 4 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/29/12 1:06 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV121H \$750.00 NM									
2 WXYZ Tu 10/30/12 12:52 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV111 \$750.00 NM									
3 WXYZ W 10/31/12 12:47 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV111 \$750.00 NM									
4 WXYZ Th 11/01/12 12:28 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV112H \$750.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 11/05/12 12:48 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV124H \$750.00 NM									
19	10/29/12	11/05/12	M-F 9a-10a	9-10am M-F	1111--	:30	5	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1111-- 5 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/29/12 9:45 AM M-F 9a-10a 9-10am M-F :30 CMI TV120H \$1,000.00 NM									
2 WXYZ Tu 10/30/12 9:50 AM M-F 9a-10a 9-10am M-F :30 CMI TV121H \$1,000.00 NM									
3 WXYZ W 10/31/12 9:26 AM M-F 9a-10a 9-10am M-F :30 CMI TV111 \$1,000.00 NM									
4 WXYZ Th 11/01/12 9:36 AM M-F 9a-10a 9-10am M-F :30 CMI TV112H \$1,000.00 NM									
5 WXYZ F 11/02/12 9:23 AM M-F 9a-10a 9-10am M-F :30 CMI TV112H \$1,000.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WXYZ M 11/05/12 9:10 AM M-F 9a-10a 9-10am M-F :30 CMI TV124H \$1,000.00 NM									
20	10/29/12	11/02/12	2-3pm General Hospital	2-3pm M-F	1111--	:30	5	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1111-- 5 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/29/12 2-3pm General Hospital 2-3pm M-F :00 \$1,200.00 NM									
Credited									
2 WXYZ Tu 10/30/12 2-3pm General Hospital 2-3pm M-F :00 \$1,200.00 NM									
Credited									
3 WXYZ W 10/31/12 2:25 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV124H \$1,200.00 NM									
4 WXYZ Th 11/01/12 2:24 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV112H \$1,200.00 NM									
5 WXYZ F 11/02/12 2:59 PM 2-3pm General Hospital 2-3pm M-F :30 CMI TV124H \$1,200.00 NM									
21	10/30/12	10/30/12	Tuesday Prime A	8-9pm Tuesday	-T-----	:30	1	\$12,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$12,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/30/12 8:44 PM Tuesday Prime A 8-9pm Tuesday :30 CMI TV124H \$12,300.00 NM									

Total Spots 49 Gross Total \$97,550.00

Payment Terms 30 Days

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315080-2	11/06/12	November 2012	10/29/12 - 11/06/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
CARE for Michigan	CARE for Michigan	1363

<u>Agency Commission</u>	\$14,632.50
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<u>Net Amount Due</u>	\$82,917.50
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